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COFFEE ROASTERS  
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Economize in everything—  
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Antiques and Chinese  
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Suggestions and design for  
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TENTS AND AWNINGS  
New Tents & Canopies for Rent  
Thirty Years' Experience.  
Fort St., near Allen, upstairs.  
Phone 1467.

**HAVE YOU HAD YOUR FEET**  
"FOOTGRAPHED" YET?  
**REGAL BOOT SHOP**  
Fort and Hotel Streets

**PAPER**  
All kinds of Wrapping Papers and  
Twines, Printing and Writing Papers.  
**AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.**  
Fort and Queen Streets, Honolulu  
Phone 1410. Geo. G. Guild, Gen. Mgr.

**The HUB**  
for Clothes!

**WRITERS**  
**MUTUAL TELEPHONE CO., LTD.**

**PACIFIC ENGINEERING COMPANY, LTD.**  
Consulting, Designing and Constructing Engineers.  
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

**STEINWAY**  
Bargains in Other Pianos  
**PLAYER PIANOS.**  
**THAYER PIANO CO., LTD.**  
156 Hotel Street. Phone 2313.

# BY AUTHORITY. NOTICE—PUBLIC HEARING.

PROPOSED IMPROVEMENT OF KALAKAUA AVENUE, BETWEEN ENA ROAD AND MAKEE ROAD, IN HONOLULU, T. H.

TO THE OWNERS, LESSEES AND OCCUPANTS OF LANDS ABUTTING ON SAID PORTION OF KALAKAUA AVENUE, PROPOSED TO BE ASSESSED FOR THE IMPROVEMENT OF SAID STREET, AND TO ALL PERSONS INTERESTED GENERALLY:

Notice is hereby given that in accordance with Resolution No. 243, as amended by Resolution No. 362, and Resolution No. 363, the Board of Supervisors of the City and County of Honolulu propose to improve Kalakaua avenue between its intersections with Ena road and Makee road in the District of Honolulu aforesaid, upon a frontage basis.

## I. CHARACTER OF IMPROVEMENTS.

(1) Grading. (2) Storm Drainage System. (3) Setting and Resetting of Curbs. (4) Paving with Concrete six (6) inches thick.

II. FRONTAGE TO BE ASSESSED. The frontage to be assessed consists of the mauka or easterly property line and the makai or westerly property line abutting upon said Kalakaua avenue within the end limits aforesaid, as more particularly set forth in the Engineer's report, dated December 7, relating to said improvements and hereinafter referred to and incorporated by reference.

## III. MAIN THOROUGHFARES: CONTRIBUTION TO COST BY CITY AND COUNTY.

Since by Resolution No. 243, said portion of Kalakaua avenue was declared a main or general thoroughfare, the City and County of Honolulu propose to assume and pay out of General Revenue 33 1/3% of the cost of the improvement.

## IV. MATERIALS PROPOSED.

(1) For Paving: Concrete six (6) inches thick.  
(2) For Curbing: Lava Rock.  
(3) Old Curbing to be moved and reset where necessary.  
(4) For Storm Sewers: Concrete pipes.

## V. ASSESSMENTS PROPOSED.

(1) The cost of the entire improvement, less the proportion to be borne by the City and County, and also less the cost of new curbing, shall be paid by general assessment at the maximum rate of \$3.54 per front foot against all land abutting upon said portion of said street, as described, both sides included. The total frontage (including 1339.45 feet frontage opposite cross streets and sea wall) is 13,790.0 feet.

(2) The cost of new curbing shall be paid by assessment at the maximum rate of \$0.40 per front foot against the abutting lands in front of which the same shall be laid.

## VI. ESTIMATED COST.

(1) Cost of entire improvement to be assessed on a frontage basis \$48,812.00  
(2) Contribution of City and County (main thoroughfare) 24,406.00  
(3) Cost of new curbing assessed against abutting frontage requiring new curbing 3,172.00  
Total estimated cost of improvement 76,390.00

Maximum rate, general frontage assessment per front foot 3.54  
Maximum rate, new curbing assessment per front foot 0.40

All of which appears in more detail in the Engineer's report herein-after referred to and herein incorporated by reference.

## VII. FURTHER DETAILS.

The map and general plans, and other data so prepared by the Engineer, in his report dated December 7, and adopted by the Board, with respect to the proposed improvement (incorporated herein by reference), may be seen and examined by any person interested, at the office of the City and County Engineer and of the City and County Clerk at any time during business hours, prior to and including January 6, 1916. Resolutions Nos. 243, 362 and 363 (incorporated herein by reference) are on file in the office of the City and County Clerk.

## VIII. HEARING.

A Public Hearing respecting the proposed improvement will be held at the Assembly Hall of the Board of Supervisors of the City and County of Honolulu on January 6, 1916, at the hour of 7:30 o'clock p. m., at which time and place a full opportunity will be given to all persons interested, to present suggestions or objections to the proposed improvement or any part or detail thereof.

Dated, Honolulu, T. H., December 9, 1915.  
**D. KALAUOKALANI, JR.,**  
Clerk, City and County of Honolulu.  
6340-Dec. 9 to 20 Inc.

## SEALED TENDERS.

Sealed tenders will be received by the Board of Harbor Commissioners until 2 o'clock p. m., of Friday, January 7, 1916, for furnishing and installing Electrical Equipment on Job No. H. C. 88-E and H. C. 88-MX for sugar handling machinery at Kihio Wharf, Hilo, Hawaii.

Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol building, Honolulu, and with Mr. W. R. Hobby, Hilo, Hawaii.

The Board of Harbor Commissioners reserves the right to reject any or all tenders.

(Signed) A. C. WHEELER,  
Acting Chairman, Board of Harbor Commissioners.  
6337-10t

The practise of planting cow peas on sugar lands between crops to increase the soil fertility is being successfully introduced in the Philippines.

Rapides Parish, La., went dry by a majority of seven votes in the late prohibition election.

# BY AUTHORITY. SEALED TENDERS.

Sealed Tenders will be received by the Maui Loan Fund Commission, at Wailuku, Maui, T. H., up to 7 o'clock p. m., of Wednesday, December 22, 1915:

1st—Furnishing material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room for the Kula Sanitarium, Kula, Maui.

2nd—For hauling material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room to the Kula Sanitarium, Kula, Maui.

Plans and specifications and blank forms for proposals are on file in the office of the Superintendent of Public Works, Capitol building, Honolulu, T. H.

The Maui Loan Fund Commission reserves the right to reject any and all bids.

**MAUI LOAN FUND COMMISSION,**  
R. A. WADSWORTH,  
Secretary.  
6343-10t

## SEALED TENDERS.

Sealed Tenders will be received by the Maui Loan Fund Commission, at Wailuku, Maui, T. H., up to 7:30 o'clock p. m., of Wednesday, December 22, 1915:

For the building of a section of Homestead road from Kihio towards Kamaole, Kula, Maui, T. H.

Plans and specifications and blank forms for proposals are on file in the office of the Maui Loan Fund Commission, Wailuku, Maui, T. H., and in the office of the Superintendent of Public Works, Capitol building, Honolulu, T. H.

The Maui Loan Fund Commission reserves the right to reject any and all bids.

**MAUI LOAN FUND COMMISSION,**  
R. A. WADSWORTH,  
Secretary.  
6343-10t

## RESOLUTION NO. 346.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Three Hundred and Twelve Dollars (\$312.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as City and County Equipment.

Presented by **DANIEL LOGAN,**  
Supervisor.  
Honolulu, November 23, 1915.

Approved this 8th day of December, A. D. 1915.  
**JOHN C. LANE,**  
Mayor.  
6342-3t

## RESOLUTION NO. 347.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Six Hundred and Eighty Dollars (\$680.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as Repairs, City and County Equipment.

Presented by **DANIEL LOGAN,**  
Supervisor.  
Honolulu, November 23, 1915.

Approved this 8th day of December, A. D. 1915.  
**JOHN C. LANE,**  
Mayor.  
6342-3t

## SEALED TENDERS.

Sealed tenders will be received by the Board of Harbor Commissioners until 2 o'clock p. m., of Monday, January 3, 1916, for Sugar Handling Machinery on Job No. H. C. 88-M, for Sugar Conveying System, Kihio Wharf, Hilo, Hawaii.

Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol building, Honolulu, and with Mr. W. R. Hobby, Hilo, Hawaii.

The Board of Harbor Commissioners reserves the right to reject any or all tenders.

(Signed) A. C. WHEELER,  
Acting Chairman, Board of Harbor Commissioners.  
6337-10t

## NOTICE OF FORMATION OF CO-PARTNERSHIP.

Notice is hereby given that the undersigned, Tomokuni Iwanaga and Toyokichi Fukuda, both of Honolulu, City and County of Honolulu, Territory of Hawaii, have formed a partnership for the purpose of buying, selling and dealing in firewood and honey, and conducting a draying business, under the firm name of Tanabe Company, the place of business being at said Honolulu.

Dated December 10, 1915.  
**TOMOKUNI IWANAGA,**  
**TOYOKICHI FUKUDA,**  
6342-2t

## BY AUTHORITY.

## NOTICE TO ALL BIDDERS.

On sewer equipment consisting of one (1) Electric Unit; one (1) Steam Unit; one (1) Surface Condenser complete with Air and Circulating Pumps; one (1) Priming Motor and Vacuum Pump; Discharge Valves, 21-inch and 20-inch Class "A" C. I. Pipe Bends, Y's, T's, Plugs, etc.

The opening of bids for the furnishing of the above named equipment which was set for 12 o'clock noon of Tuesday, December 7, 1915, has been postponed until 12 o'clock noon, Wednesday, December 22.

(Signed) **LESTER PETRIE,**  
Acting Chairman, Oahu Loan Fund Commission.  
6334-Dec. 1 to 13 Inc.

Glen Feunston, a guest, was burned to death and nine firemen overcome by fire in the Burton Hotel, Chicago. Taking 17,660 bags of sugar, the schooner Annie Johnson sailed Thursday from Mahukona for San Francisco.

# Home Course in Advertising

To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo YMCA High School



**PURPOSES OF THE COURSE—**(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

## FURTHER PRELIMINARY ANALYSIS. CHAPTER XXV.

Of all the possible natural virtues in a retailer's advertising, that of timeliness is about the greatest aid to success. Timeliness can also be created. For instance, if you were to find that a store in a neighboring city had burned up, you could arrange for a sale of the remaining goods, and in that way cash in on the element of timeliness for fair.

This kind of strategy is somewhat artificial, yet as in the case of sales of bought-up bankrupt stocks, this application of the timeliness appeal often has a sound basis in the fact that in this way exceptional merchandise values are readily made possible.

As a retail dealer, you must also analyze your goods from the standpoint of their advertising appeal. Most things which you will advertise will have their appeal simply in that they are less in price—either less than they were, or less than they are usually offered at in other stores. But many things will have to be presented in an explanatory way. In that case the points of appeal will have to be studied and analyzed. Some carry such analysis to a considerable extent, especially in connection with certain tobacco products on which the national advertiser spends hundreds of thousands per year in advertising. In fact, it is very seldom that a food product is put on the market without a preliminary chart to fix the points of its appeal.

Sometimes you can pick out just the right appeal and make a success of an advertising campaign which otherwise would fail. For instance, there is the story of the piano store out West. Business was dull. The proprietor advertised slashes in prices, contests and all that sort of thing, apparently without success. Finally he hit upon a new idea. He made the theme of his advertising, "Keep the young folks at home." This set the mothers and fathers in the vicinity to thinking. Here was a vital reason why they should buy a piano. Business came fast as a result.

"How much shall I spend?" is the biggest problem that confronts the retail advertiser. A big department store can afford to spend from 2 to 3 per cent of its gross income. Experiment and experience prove that such appropriations usually bring about the maximum of efficiency. Some department stores, however, have to spend much more than others. For instance, in a certain coast city the owners of one big institution have found that on an average their advertising has brought in about \$100 worth of business for every inch of newspaper space they have used, whereas another similar institution in the same state got \$60 worth of business for each unit inch of space.

Experiment is the only teacher a store can get to acquire this knowledge of how much to spend. Your solution depends largely upon what kind of a store yours is. If it is an exclusive specialty store, which bases its appeal on style, yet does business in the same way as a big department store, then your best advertising would be to have a location next to a big department store, so as to make the smartness of its window display divert trade your way. But you would also have to use a fairly large ad now and then to suggest the superior style and a lower price which your specialization is supposed to accomplish.

On the other hand, if your specialty store's appeal is wider—if, for instance, you do a credit clothing business, then a greater volume is possible. And such a store, since it has a popular appeal, can afford to advertise much more extensively than the other, of more limited patronage.

# GERMAN ARMY PRAYER BOOK SAYS TEUTONS ARE 'FIGHTING WITH GOD'

AIX-CHAPPELLE, Germany.—Soldiers in the German armies are being supplied by a religious association here with a booklet entitled "Father, I Call Thee." It contains prayers suitable for various military emergencies and explains to the soldier in simple language his religious duty while on service or in danger.

In the preface of the book the reader is told briefly and eloquently that he is fighting "with God for Emperor and Fatherland," and that the German soldier is the representative of a sacred and righteous cause.

"For a long time," says the preface, "our enemies have been looking on us with envy, and it is their act which has brought this war upon us. We Germans can count on God's help, and he will crown the righteous cause with final victory. Therefore go forward in full confidence that Heaven will shield you from the enemy."

"God helps the brave. You have pledged yourself to the Emperor by your military oath. Show that you have sworn it with an upright heart. Be obedient to your superiors in the minutest detail, for they are the Emperor's representatives. Do not be led astray into disobedient ways. Never betray under any circumstances a military secret, such as the movements of troops, and even should you go into imprisonment in an enemy's country, never divulge anything. For Emperor and Fatherland!"

Iowa has nine cities under the commission form of government. Twenty-five American cities and towns are run under the commission-manager plan.

James Shaw, pitcher of the Washington Americans, was fatally injured while hunting in Westmoreland county, Pennsylvania.

# OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO

## FOR SAN FRANCISCO:

Sonoma ..... Dec. 28  
Sierra ..... Jan. 18  
Ventura ..... Feb. 8  
Sonoma ..... Feb. 29

## FOR SYDNEY:

Sierra ..... Dec. 13  
Ventura ..... Jan. 3  
Sonoma ..... Jan. 24  
Sierra ..... Feb. 14

C. BREWER & COMPANY, L.L.D.

General Agents

# Matson Navigation Company

Direct Service Between San Francisco and Honolulu

## FROM SAN FRANCISCO:

S. S. Lurline ..... Dec. 14  
S. S. Wilhelmina ..... Dec. 21  
S. S. Manoa ..... Dec. 28  
Matsonia ..... Jan. 4

## FOR SAN FRANCISCO:

S. S. Matsonia ..... Dec. 15  
S. S. Lurline ..... Dec. 21  
S. S. Wilhelmina ..... Dec. 29  
Manoa ..... Jan. 4

S. S. Hilonian, Seattle for Honolulu direct, November 13.

**CASTLE & COOKE, LIMITED, Agents, Honolulu**

# TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

## FOR THE ORIENT:

S. S. Chiyo Maru ..... Dec. 24  
S. S. Tenyo Maru ..... Jan. 14  
Nippon Maru ..... Jan. 29  
Shinyo Maru ..... Feb. 11

## FOR SAN FRANCISCO:

S. S. Tanyo Maru ..... Dec. 21  
S. S. Nippon Maru ..... Jan. 5  
S. S. Shinyo Maru ..... Jan. 19  
Chiyo Maru ..... Feb. 15

**CASTLE & COOKE, LIMITED, Agents, Honolulu**

**AMERICAN-HAWAIIAN S. S. CO.** THE PANAMA CANAL LINE  
A steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTA, to sail on or about December 13.

For particulars as to rates, etc., apply to  
**C. P. MORSE,**  
General Freight Agent.

**H. HACKFELD & CO., LTD., Agents.**

## CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

## For Victoria and Vancouver

Niagara ..... Jan. 7  
Makura ..... Feb. 4

## For Suva, Auckland and Sydney

Makura ..... Dec. 29  
Niagara ..... Jan. 29

**THEO. H. DAVIES & CO., LTD., GENERAL AGENTS**

# MOVEMENTS OF MAIL STEAMERS

## VESSELS TO ARRIVE

Tuesday, Dec. 14.  
San Francisco—Lurline, Matson str.  
Hilo—Kilauea, I. I. str.  
Wednesday, Dec. 15.  
Kauai—W. G. Hall, I. I. str.  
Thursday, Dec. 16.  
Maui—Claudine, I. I. str.

## VESSELS TO DEPART

Tuesday, Dec. 14.  
Maui, Molokai, Lanai—Mikahala, I. I. str.  
Kauai—Kinai, I. I. str.  
Wednesday, Dec. 15.  
San Francisco—Matsonia, Matson str.  
Hilo—Kilauea, I. I. str.  
Thursday, Dec. 16.  
Maui—Claudine, I. I. str.

## MAILS

Mails are due from the following points as follows:  
San Francisco—Lurline, Dec. 14.  
Yokohama—Tenyo Maru, Dec. 20.  
Australia—Sonoma, Dec. 28.  
Vancouver—Makura, Dec. 29.  
Mail will depart for the following points as follows:  
San Francisco—Matsonia, Dec. 15.  
Yokohama—Chiyo Maru, Dec. 24.  
Australia—Makura, Dec. 29.  
Vancouver—Niagara, Jan. 7.

## TRANSPORT SERVICE

Logan, at coast.  
Thomas, at Manila.  
Sherman—Due here December 15 or 16 from San Francisco for Manila.  
Sheridan, left Dec. 6 for San Francisco.  
Dix, sailed December 11, for Manila.  
Warren, in the Philippines.  
Buford, at Cristobal.

## PASSENGERS DEPARTED

Per I. I. str. Kilauea for Hilo, December 11: Mr. and Mrs. Stevenson and child, Dr. J. H. Raymond, G. W. Young and wife, Wm. Knight, Mrs. Geo. Desha, Harold Godfrey, Sister Mary Louis, R. A. Young, Sister Mary Alvina, R. A. Young, A. R. Henderson, H. P. Mariner, H. Schroeder.

## PASSENGERS EXPECTED

Per Matson str. Lurline, due from San Francisco Tuesday morning, December 14—Mr. Doy, Ellis Pleasant, E. J. Nell, J. A. McLennan, Mr. Fredricks, Mrs. H. McConnell and child, O. D. Fees, Mrs. Jas. Swinnerton, J. A. Dana, A. F. Tavares, L. Capps, W. R. Grace, Lieut. R. E. D. Hoyle and children, Mrs. Doy, Mrs. Ellis Pleasant, W. A. Baldwin and family, Mrs. J. A. McLennan, Henry McConnell, Lee Chuck Sum, Mrs. C. H. Metcalf and children, Mrs. M. T. Simonton, Mrs. J. A. Dana, Mrs. A. F. Tavares, Mrs. L. Capps, Thos. J. Flavin.

**STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY.**

A Genuine Hit is the Service

by the

**WESTERN PACIFIC**

**DENVER & RIO GRANDE**

ROUTE

QUICK TRANSIT

NO DELAYS

**FRED L. WALDRON, LTD., Agents**

## DO IT ELECTRICALLY

**Hawaiian Electric Co.**

## FREIGHT

and

**TICKETS**

Also reservations

any point on the